

*Amdt 8/a*  
*H.E.*  
*10-30-03*

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

Applicant(s): **Donald F. Gordon et al.**  
Case: **DIVA/308** Group Art Unit: **3623**  
Serial No.: **09/737,841** Filed: **December 14, 2001**  
Examiner: **Jeanty, Romain**  
Title: **METHOD AND APPARATUS FOR COLLECTING AND  
REPORTING CONSUMER TREND DATA IN AN INFORMATION  
AND DISTRIBUTION SYSTEM**

Mail Stop-Non Fee Amendment  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SIR:**

**RESPONSE UNDER 37 C.F.R. §1.111**

In response to the non-final Office Action mailed July 31, 2003 (paper no. 6),  
please amend and consider the following discussion for the above-identified patent  
application as follows:

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**OCT 28 2003**

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